

# ***Agenda***

## ***Parks, Recreation and Cultural Resources Commission***

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Monday, March 7, 2005  
Milpitas City Hall – Committee Conference Room  
455 E. Calaveras Blvd.  
7:00 PM

### **I. Call to Order**

### **II. Flag Salute**

### **III. Roll Call**

### **IV. Seating of Alternates**

### **V. Approval of Agenda:**

### **VI. Approval of Minutes:**

### **VII. Citizens Forum**

Members of the audience are invited to address the Commission on any subject not on tonight's agenda. Speakers must supply their name and address for the record. Commissioners cannot respond to issues brought forward, but may request that the matter be placed on the agenda of a future meeting.

### **VIII. Announcements and Correspondence**

### **IX. New Business**

#### **1. Christ Community Church of Milpitas – Facility Use on March 26, 2005 at Sinnott Park (Lisa Ciardella, Public Services Assistant)**

**Background:** Christ Community Church of Milpitas is requesting use of Sinnott Park for their annual Easter Egg Hunt on March 26, 2005. As detailed in resolution 6130, any group requesting the use of a City Facility for a special event in attendance in excess of 250 participants, must be approved by the Parks, Recreation and Cultural Resources Commission. A copy of the application proposal providing details on the event is enclosed in the agenda packet for your review.

**Recommendation:** Approve applicant's request for use of Sinnott Park on March 26, 2005, for their Annual Easter Egg Hunt.

## 2. New Payment Options for Sports Center (Kerrilyn Ely, Recreation Services Supervisor)

**Background:** Periodically staff reviews the Sports Center's fee structure to ensure that our facility and program fees provide our customers the most efficient, convenient and fair payment options. Staff reviewed customer evaluations, surveyed comparable facility fees from surrounding facilities and cities and analyzed findings as they related to our existing fees and payment structures. Below find areas that staff is recommending fee structure changes:

### **Milpitas Sports Center Membership fees- add monthly and annual package options:**

Currently, the Sports Center offers members the fitness pass options that involve purchasing non-refundable "visits" in increments. This structure has received various complaints due to customer inconvenience due to need to continuously buy and add additional visits. In addition, members who workout frequently at the current \$3.00 per visit fee complain that the Sports Center is very costly for it's limited amenities. As an example, a member who works out daily would spend approximately \$72.00 per month.

***Current Sports Center Membership Passes*** – non-residents pay a annual \$25.00 fee on July 1<sup>st</sup>.

Existing MSC Fitness Pass	Adults	Seniors Resident only
Five (5) Visits	\$15.00	\$ 7.50
Ten (10) visits	\$30.00	\$15.00
Fifteen (15) visits	\$45.00	\$22.50
Twenty (20) visits	\$60.00	\$30.00

Recreation Services staff surveyed similar public and private fitness providers to compare our existing structure and identify other viable payment options that could be offered to our members. The results of this research clearly indicated that the majority of comparable facilities offer membership packages in monthly and annual increments.

Staff recommends adding the following monthly membership package options for members of the Milpitas Sports Center. Adding membership options listed below will provide our members additional payment flexibility and convenience that is not currently available. The model of packages offered below is based on a "use it or lose it" plan, which the majority of surveyed fitness clubs utilize.

**Recommended additional membership packages options for Milpitas Sports Center:**

<b>New MSC Package</b>	<b>Adults</b>	<b>Seniors Resident only (50 yrs +)</b>
Monthly Unlimited Use	\$50.00	\$25.00
Three Month Unlimited Use	\$150.00 (\$50/mo)	\$75.00
Six Month Unlimited Pass	\$ 250.00 (\$48/mo)	\$125.00
Annual Pass	\$ 450.00 (\$39/mo.)	\$225.00

The monthly payment option is a common fee structure used within the fitness club industry. These new package options provide customer convenience, encourage use of facilities, reduce staff time and provide financial incentive for purchase of long-term packages. The existing “visit” pass options will continue to be available to those members who may not wish to pay on a monthly or annual basis.

**Recommendation:** Staff is recommending approval of the following proposed fee structure adjustments as follows: Approve inclusion of recommended additional fitness packages for Milpitas Sports Center effective March 1, 2005.

**3. Review Concepts for the O’Toole Elm’s Interpretive Historical Display. (Troy Fujimoto, Acting Associate Planner)**

**Background:** In January, the City Council approved the Elmwood Residential project. As part of the approval was the requirement that the O’Toole Elm park plans, including an interpretive display commemorating the history of the trees, be reviewed and approved by the Parks, Recreation, and Cultural Resources Commission and City Council. Before detailed work begins on the content of the display, the overall design concept should be approved. KB Home has submitted three draft concept designs that are summarized below. An illustration of each concept has been provided in the Commission’s agenda packet.

**Concept A**

This concept would include an entry sign at either ends of the elm row, one sign at Abel and Main Streets. Within the rows of elm trees would be three monuments spaced equally. The monuments would be encircled by cobblestone area with a seat wall. The monument itself would have a concrete base that would replicate a cut through of a tree trunk with an etched glass feature attached to the base. On the etched glass would include an image of an elm tree with the history of Milpitas and the elms superimposed on the tree image.

**Concept B**

This concept would include an entry sign at either ends of the elm row, one sign at Abel and Main Streets. Within the rows of elm trees would be three monuments spaced equally. The monuments would be encircled by cobblestone area with a seat wall. The monument itself would have a concrete base that would include hand colored tiles with imprints from the existing elm tree and leaves painted by children. Extending from the base would be a wood panel from the Elms at the site and would include text and photos showing the history of the trees.

### Concept C

This concept would include an entry sign at either ends of the elm row, one sign at Abel and Main Streets. Within the rows of elm trees would be a concrete base between each tree that would include up lighting and a historical plaque surface mounted into each base. This would appear on either side of the trail that meanders through the double row of Elm trees. The up lighting would illuminate the entire row of trees.

**Recommendation:** Provide a recommendation on a preferred concept design to the City Council.

## **X. Staff Reports**

1. Parks Monthly Response Log

## **XI. Liaison Reports**

1. **City Council – Vice Mayor Gomez**
2. **Community Advisory Commission – Commissioner Ku**
3. **Senior Advisory Commission – Commissioner Gray**
4. **Planning Commission – Commissioner Tuason**
5. **Youth Advisory Commission - Commissioner Munzel**
6. **Milpitas Historical Society –**
7. **Arts Commission – Commissioner McGuire**
8. **Alviso Adobe Sub-committee - Commissioner McGuire, Munzel**

## **XII. Future Agenda Items**

## **XIII. Adjournment**